

10

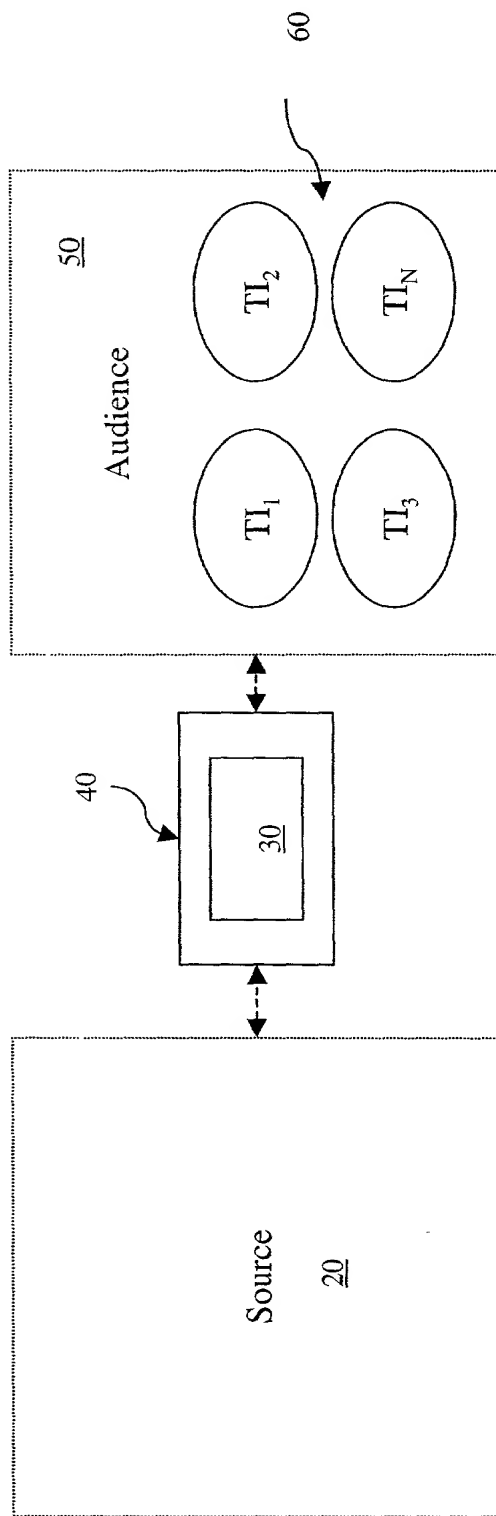


Fig. 1

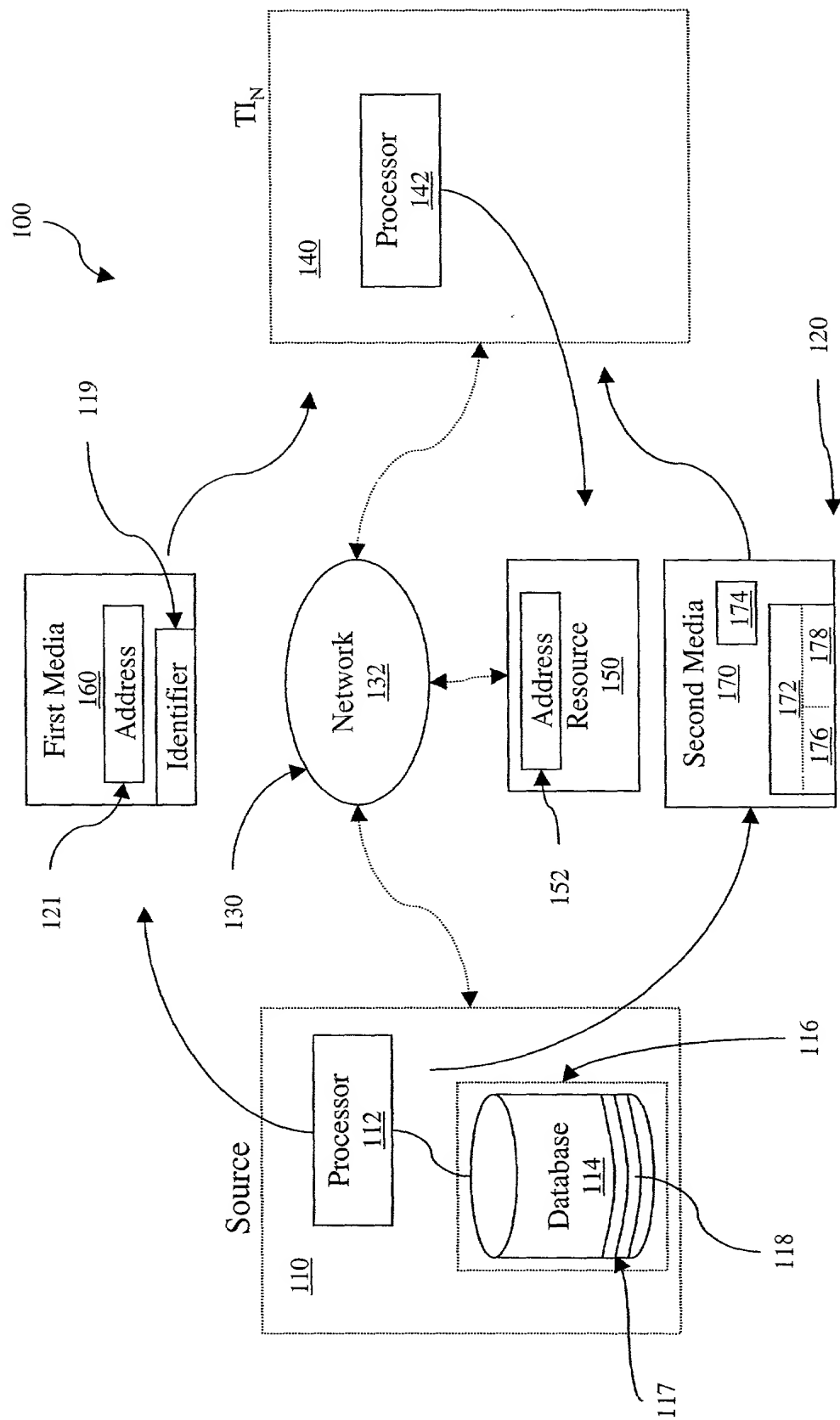


Fig. 2

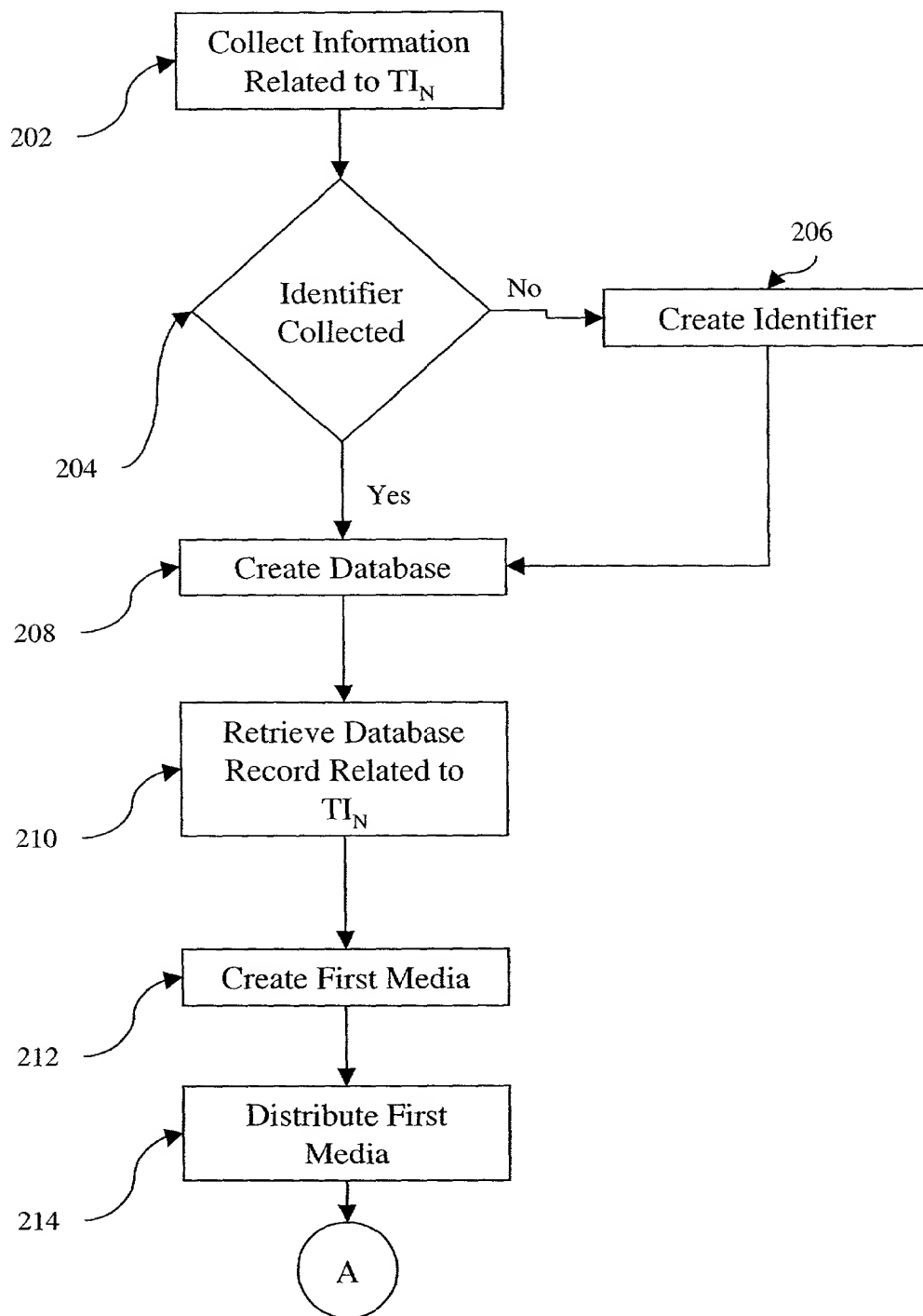


Fig. 3

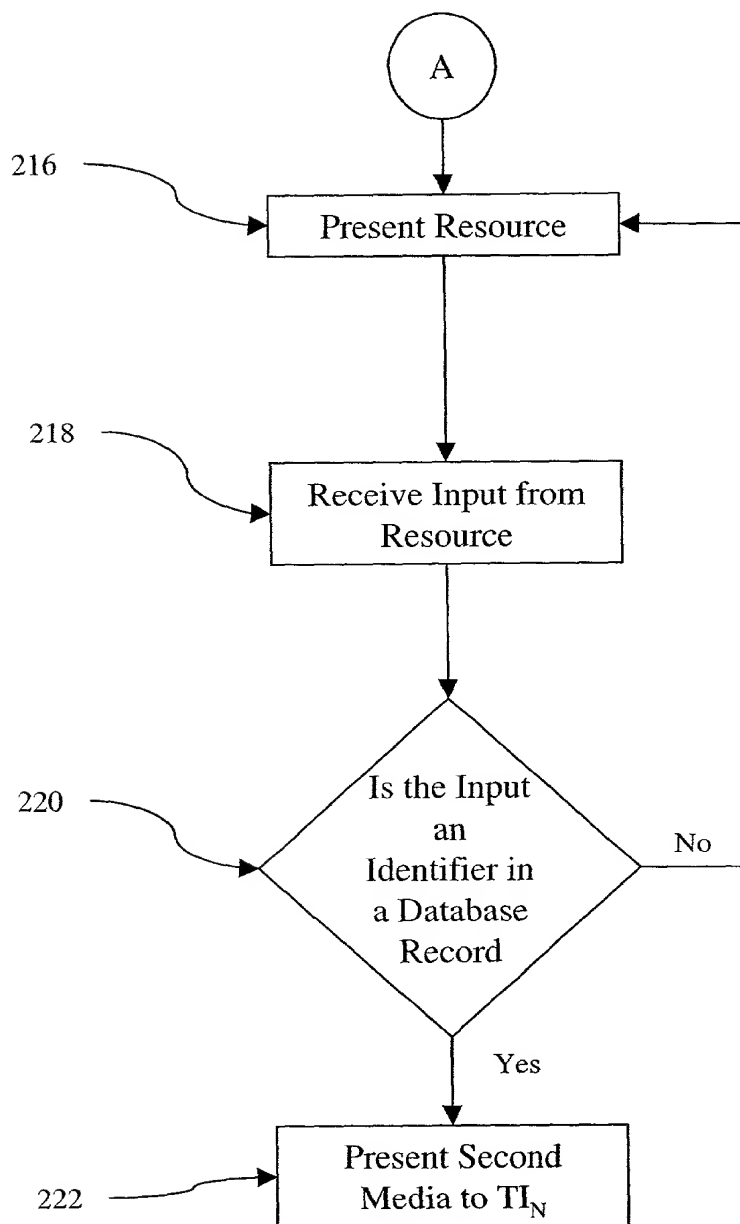


Fig. 4

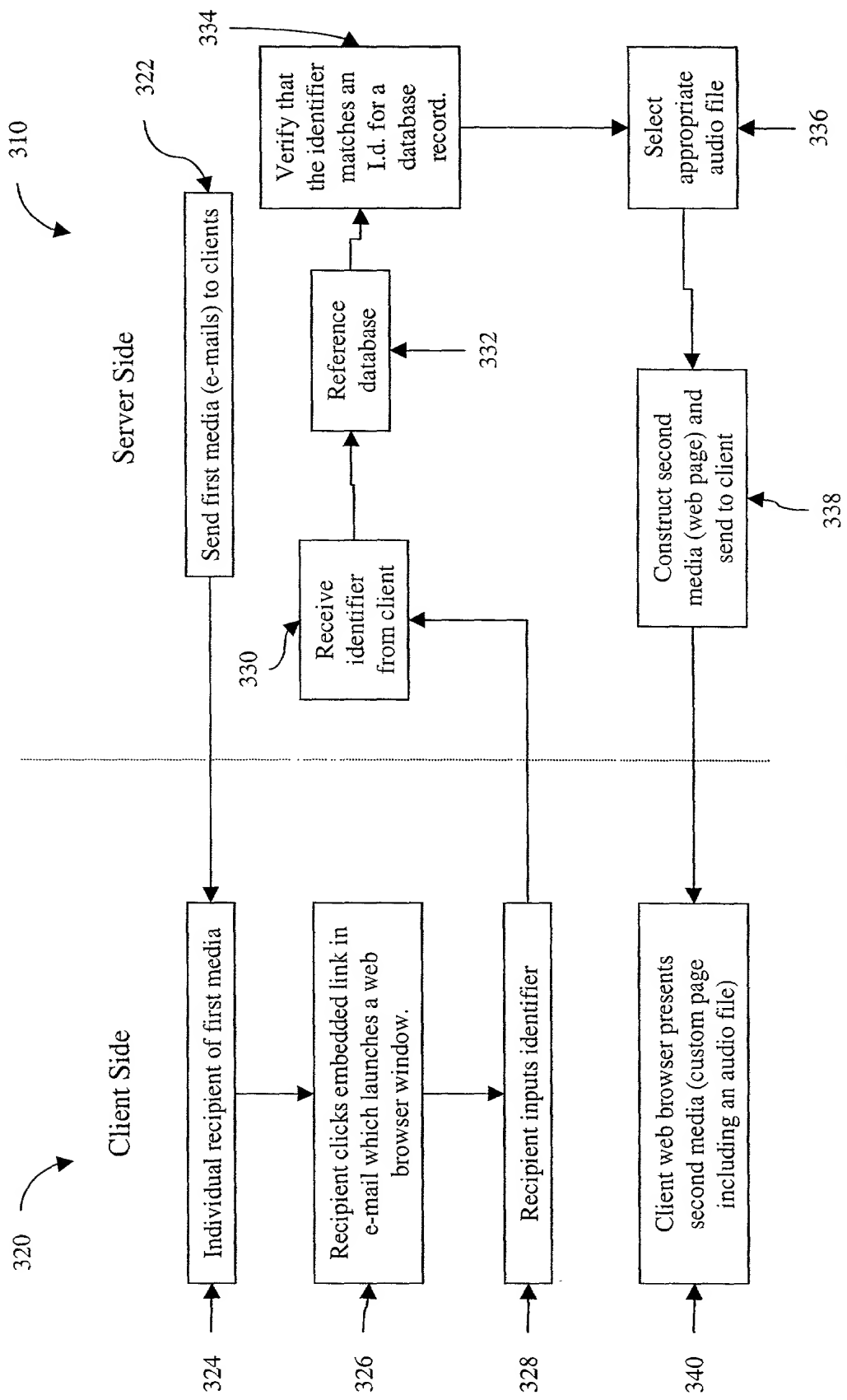


Fig. 5

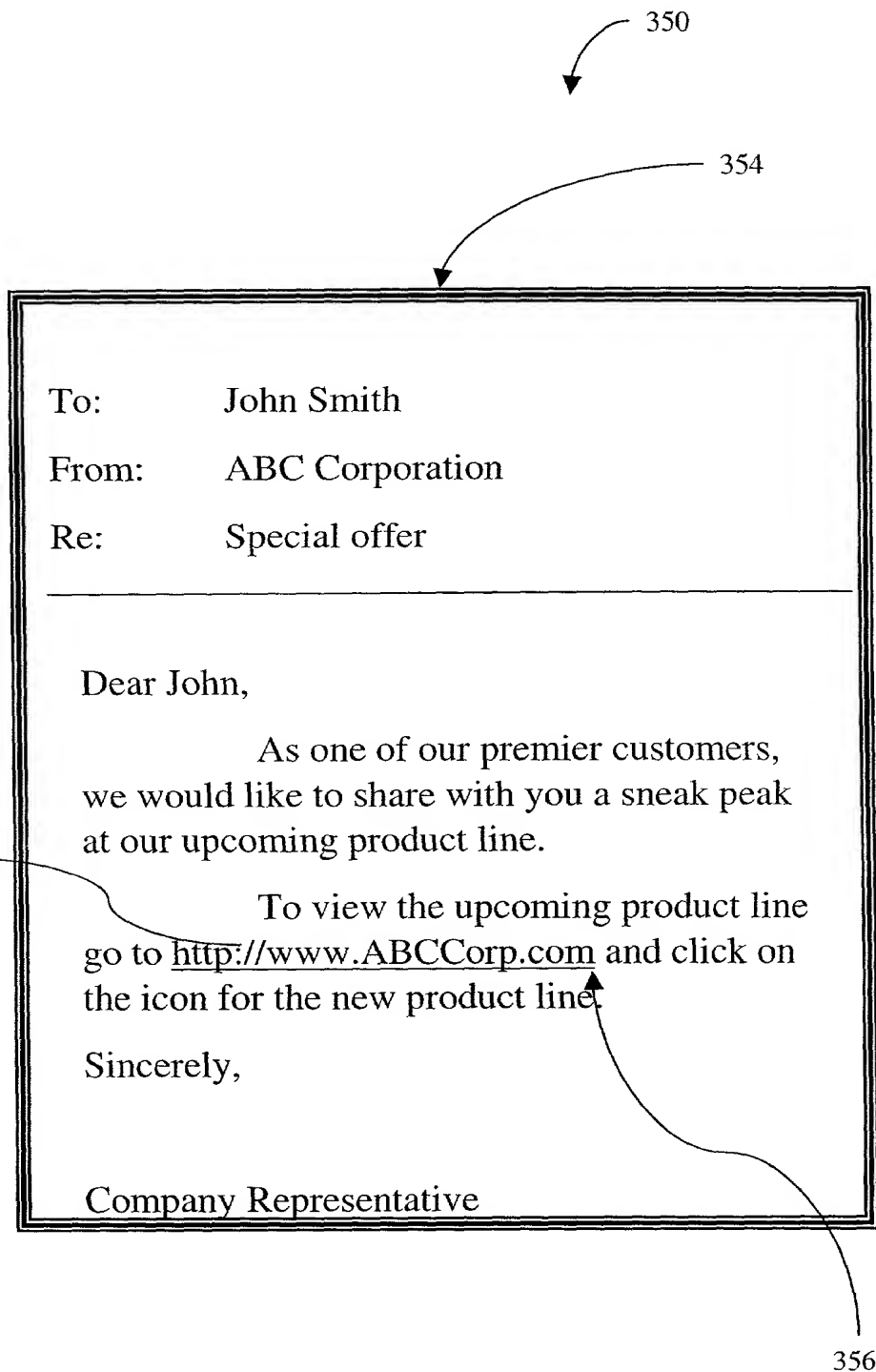


Fig. 6

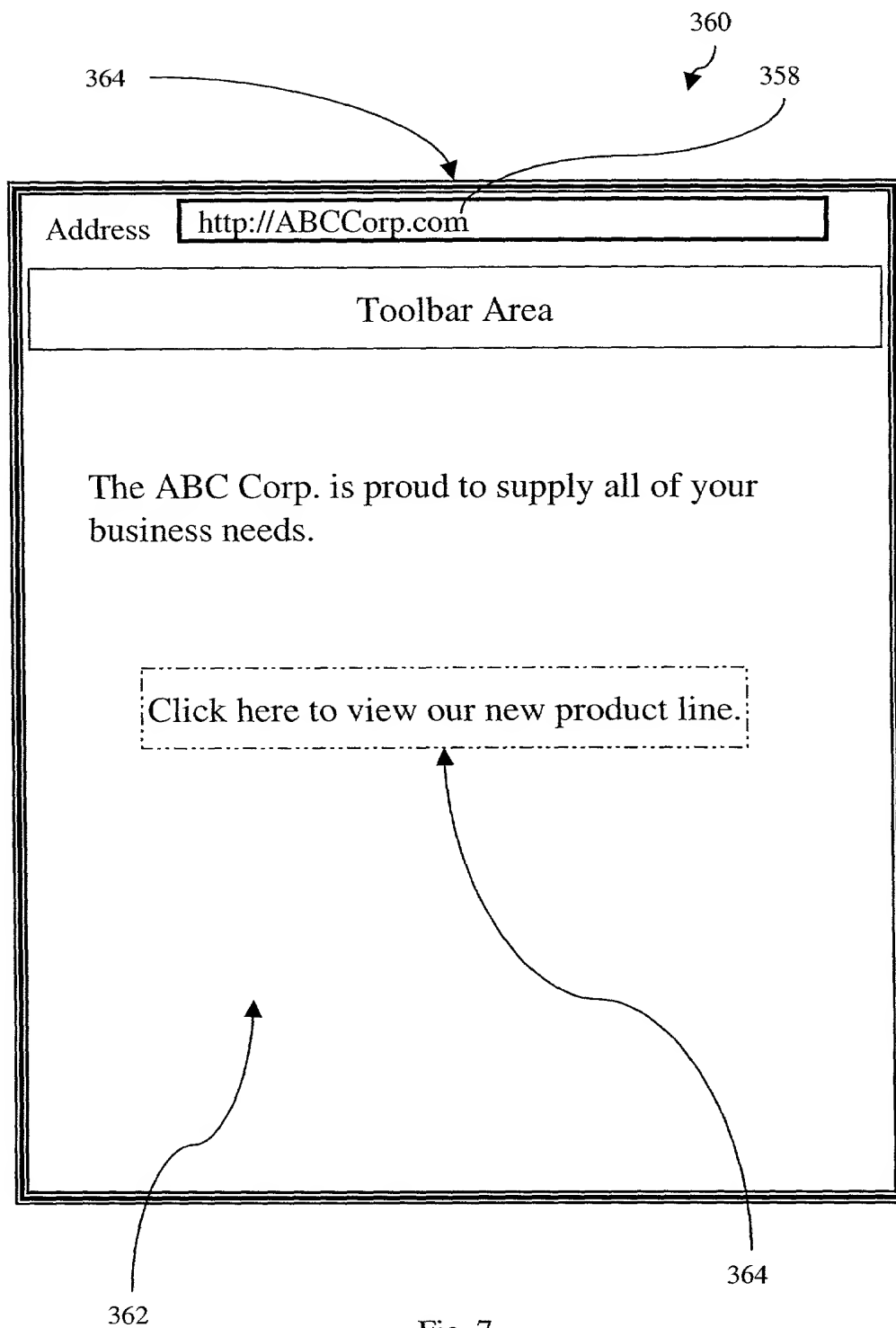


Fig. 7

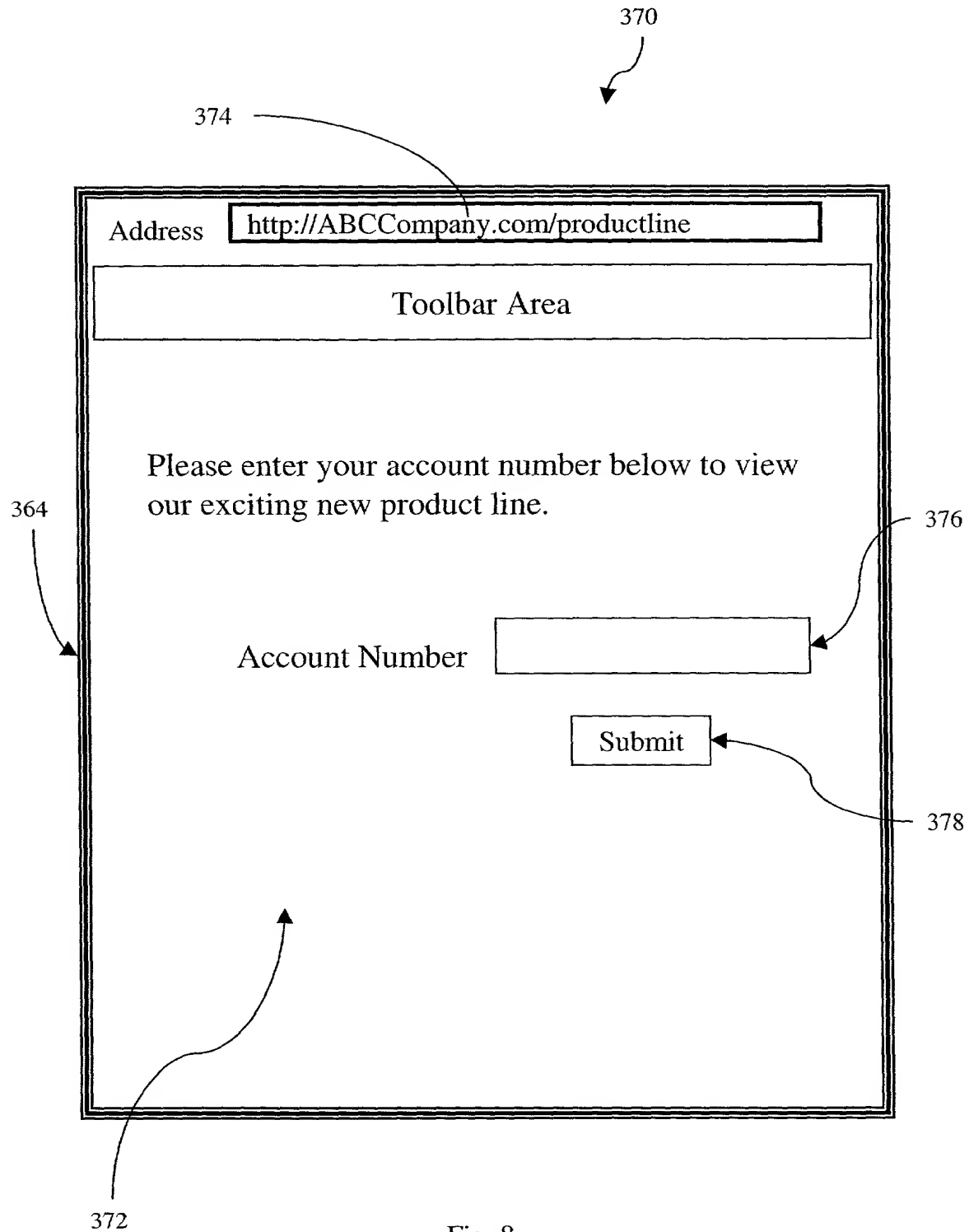


Fig. 8



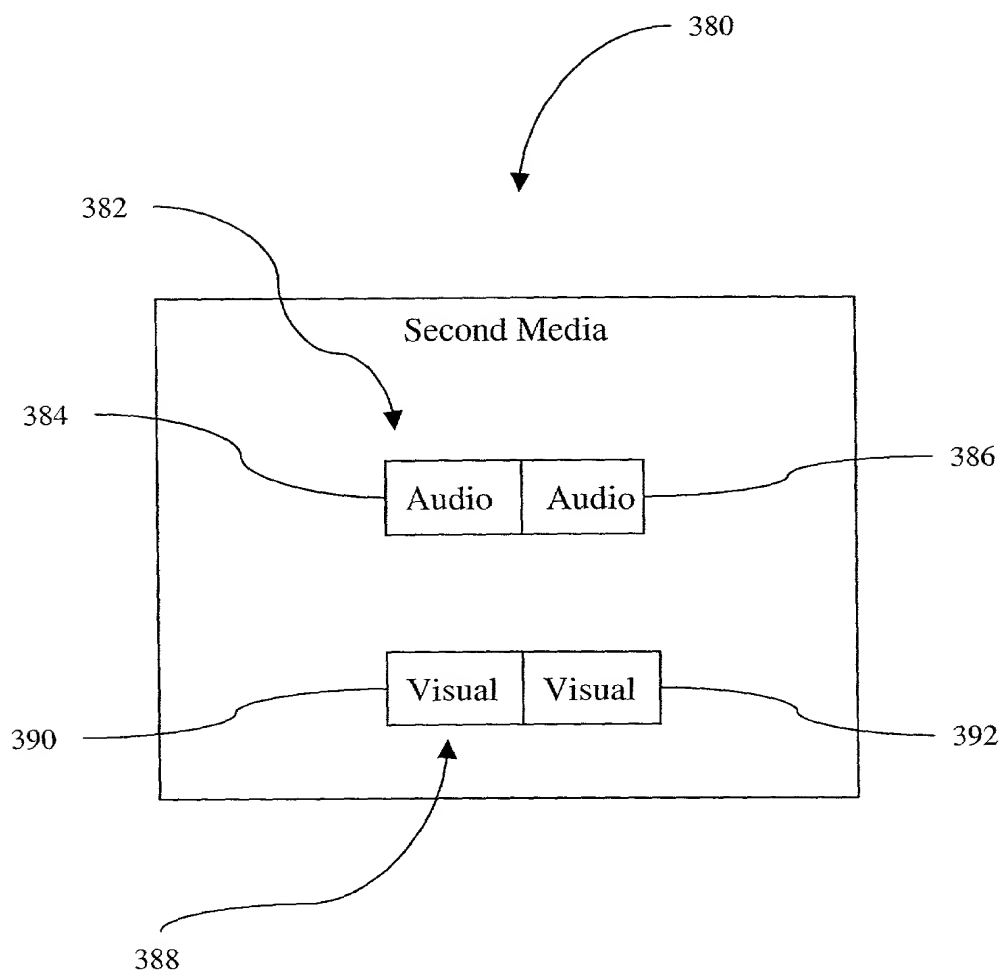


Fig. 9

400

Identifier	First Name	Last Name	Address	Preferred Cust.	YTD Purchases	Interests	Home Owner
0001	John	Smith	JS@ABC.com	Yes	\$500.00	Swimming	Yes
0002	Ann	Jones	AJ@ABC.com	No	\$2,000.00	Mountain Climbing	Yes
0003	Steve	Baker	SB@ABC.com	Yes	\$1,250.00	Travel	No

Fig. 10

430



Greetings, Steve Baker.

As a preferred customer member you are eligible for our special offers through our partners.

(Pause)

Currently, ABCTravel is making available to you Steve a cruise vacation at sixty percent of the market price.

However, because your year to date purchases total over one thousand dollars, we will reduce the already low rate by ten percent. Thus, the final cost to you is one half of the current market price.

Please make your reservations by the end of the month to take advantage of this exclusive offer.

Your reservation code number is 1D3G4T.

Thank you for your continued support of our store.

Fig. 11

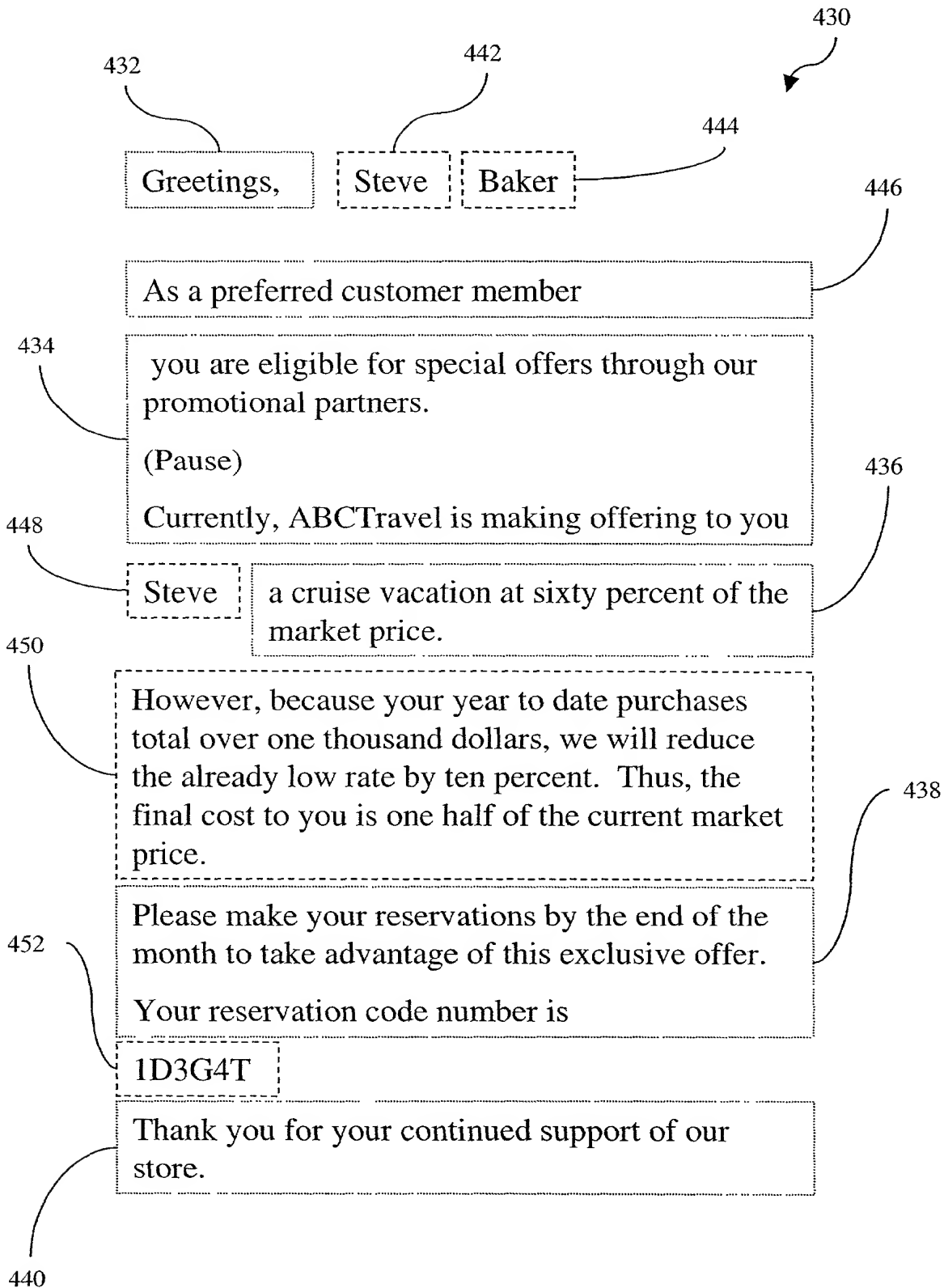


Fig. 12

Access database 400 to locate the record corresponding to entered identifier 408 (The identified record).

460

Insert sound file corresponding to generic portion 432.

462

Look up first name 410 of the identified record.

464

Insert tailored portion 442 which is the sound file corresponding to the first name 410 entry of "Steve"

466

Look up last name 412 of the identified record.

468

Insert tailored portion 444 which is the sound file corresponding to the last name 412 entry of "Baker"

470

Look up whether characteristic 416 indicates that the identified record relates to a preferred customer.

472

If the identified record relates to a preferred customer then insert tailored portion 446.

474

B

Fig. 13

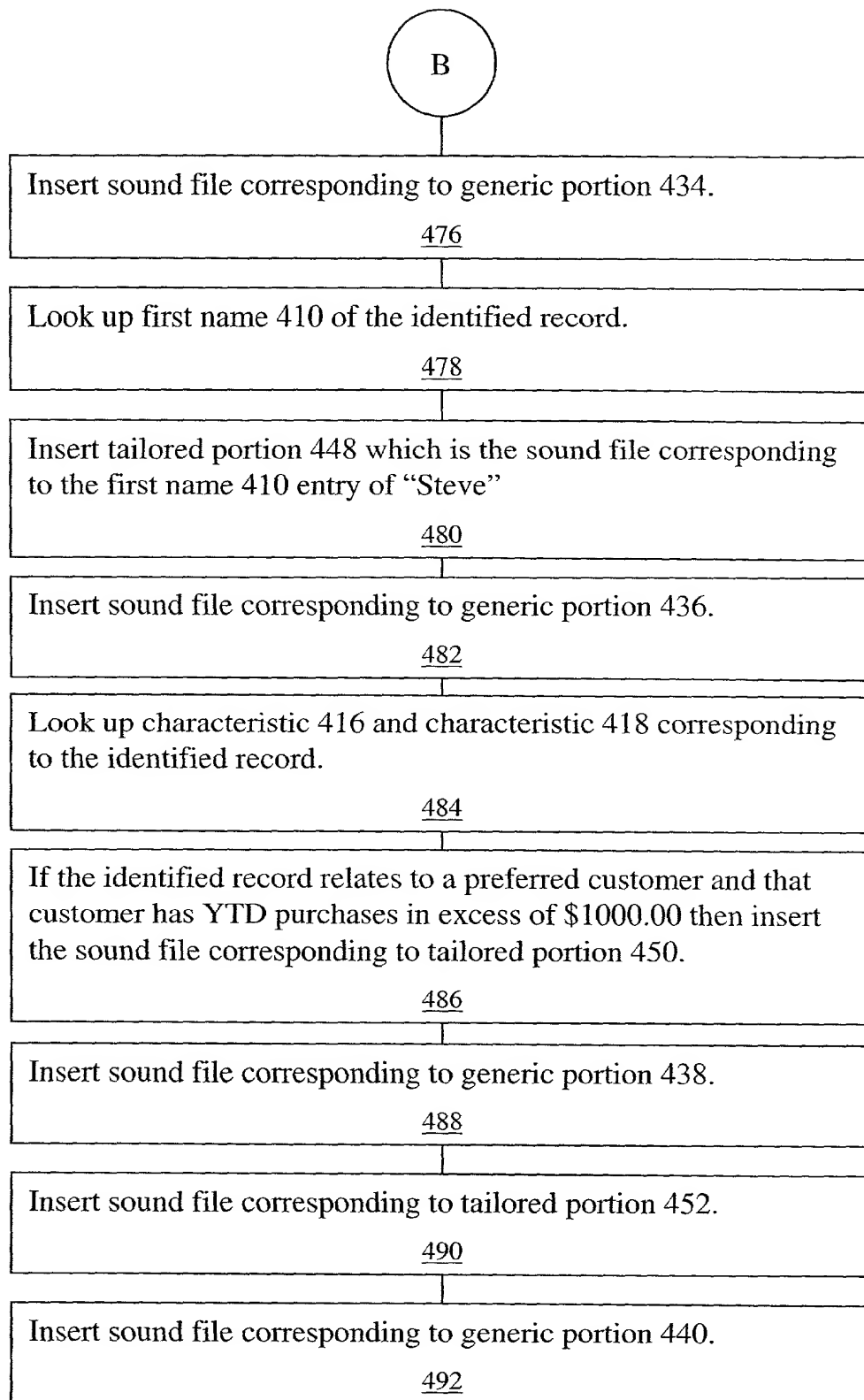


Fig. 14

500

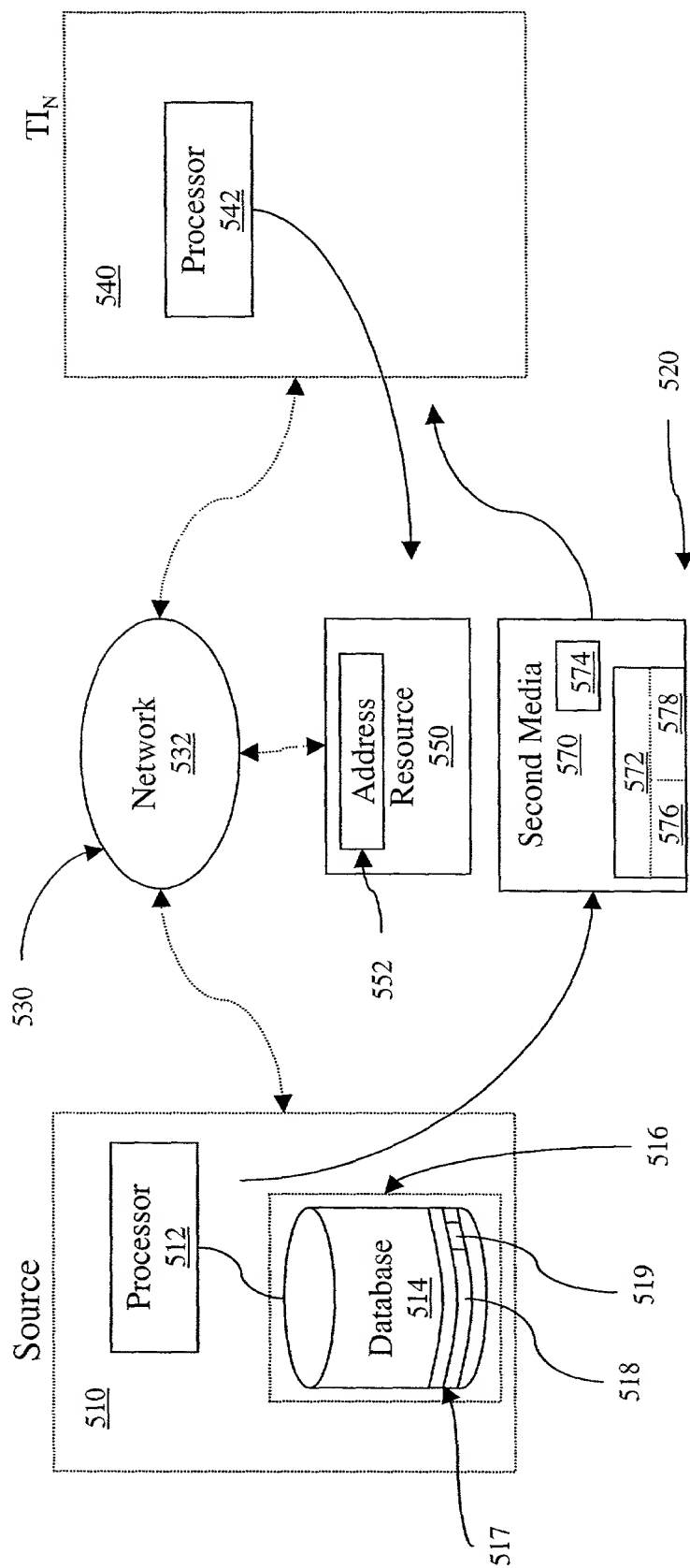


Fig. 15

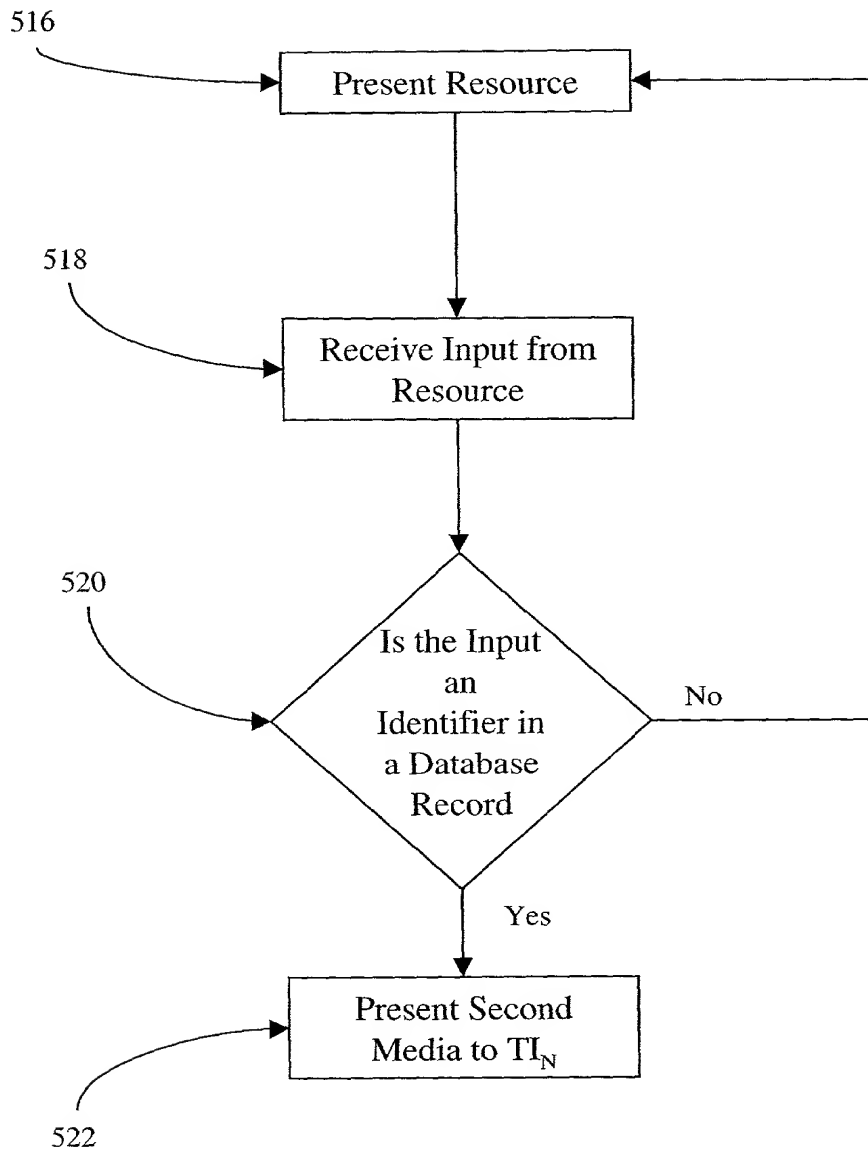


Fig. 16



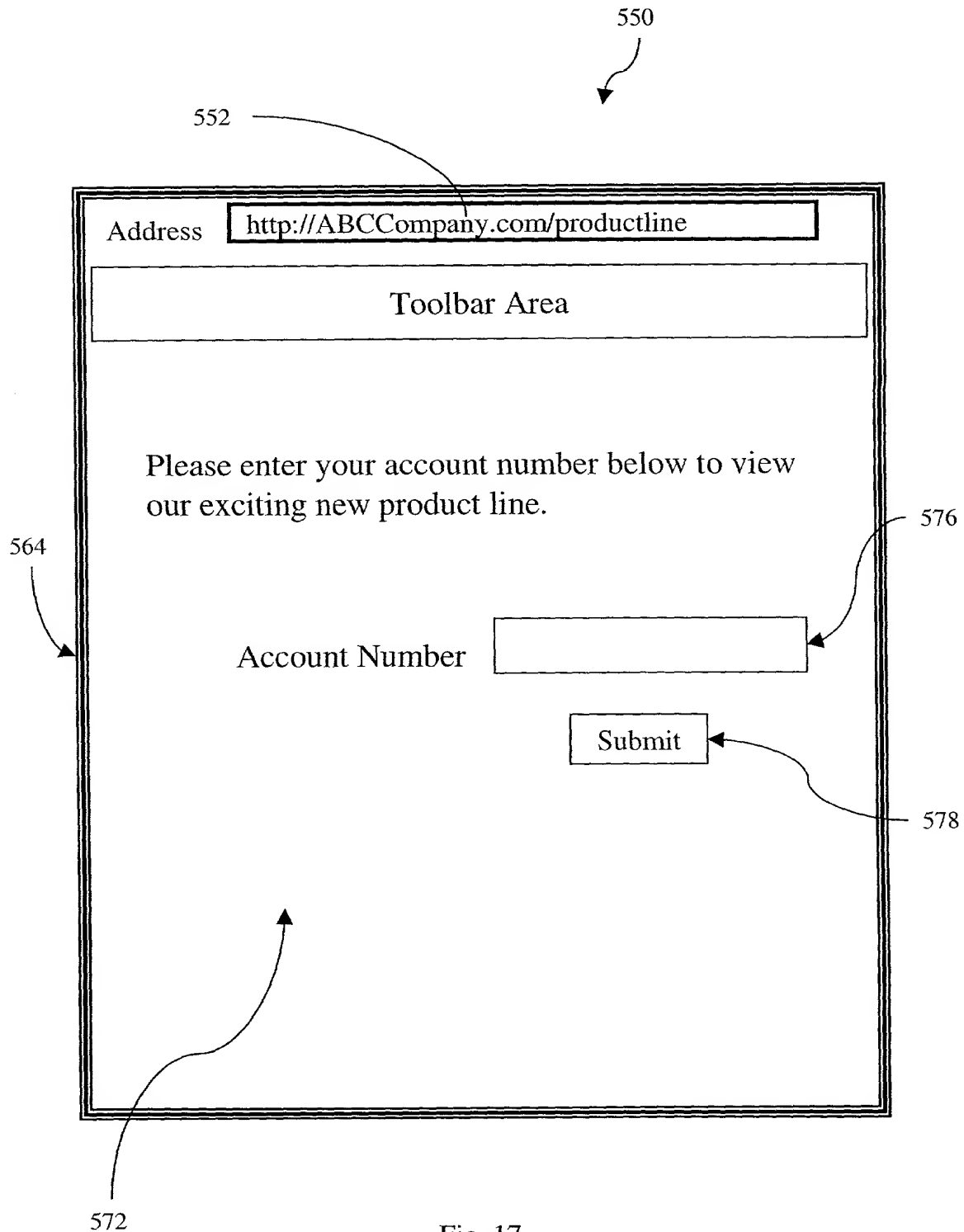


Fig. 17